

1.1 A bill for an act
 1.2 relating to health; establishing an Alzheimer's public information program;
 1.3 appropriating money.

1.4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.5 Section 1. **DIRECTION TO THE COMMISSIONER; ALZHEIMER'S PUBLIC**
 1.6 **INFORMATION PROGRAM.**

1.7 (a) The commissioner of health shall design and make publicly available materials for
 1.8 a statewide public information program that:

1.9 (1) promotes the benefits of early detection and the importance of discussing cognition
 1.10 with a health care provider;

1.11 (2) outlines the benefits of cognitive testing, the early warning signs of cognitive
 1.12 impairment, and the difference between normal cognitive aging and dementia; and

1.13 (3) provides awareness of Alzheimer's disease and other dementias.

1.14 (b) The commissioner shall include in the program materials messages directed at the
 1.15 general population, as well as messages designed to reach underserved communities including
 1.16 but not limited to rural populations, Native and Indigenous communities, and communities
 1.17 of color. The program materials shall include culturally specific messages developed in
 1.18 consultation with leaders of targeted cultural communities who have experience with
 1.19 Alzheimer's disease and other dementias. The commissioner shall develop the materials for
 1.20 the program by June 30, 2022, and make them available online to local and county public
 1.21 health agencies and other interested parties.

2.1 (c) To the extent funds remain available for this purpose, the commissioner shall
2.2 implement an initial statewide public information campaign using the developed program
2.3 materials. The campaign must include culturally specific messages and the development of
2.4 a community digital public forum. These messages may be disseminated by television and
2.5 radio public service announcements, social media and digital advertising, print materials,
2.6 or other means.

2.7 (d) The commissioner may contract with one or more third parties to initially implement
2.8 some or all of the public information campaign, provided the contracted third party has
2.9 prior experience promoting Alzheimer's awareness and the contract is awarded through a
2.10 competitive process. The public information campaign must be implemented by July 1,
2.11 2023.

2.12 (e) By June 30, 2024, the commissioner shall report to the chairs and ranking minority
2.13 members of the legislative committees and divisions with jurisdiction over public health or
2.14 aging on the development of the program materials and initial implementation of the public
2.15 information campaign, including how and where the funds appropriated for this purpose
2.16 were spent.

2.17 **Sec. 2. APPROPRIATION.**

2.18 \$250,000 in fiscal year 2022 is appropriated from the general fund to the commissioner
2.19 of health for the purpose of developing and placing online program materials for and initial
2.20 implementation of the Alzheimer's public information campaign in section 1. This
2.21 appropriation is available until June 30, 2024. Of this amount, no more than \$..... is for
2.22 the reporting requirement under section 1, paragraph (e).